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USDA BULLETIN BOARD

Broadcast by Ruth Van Deman and Maurice L. DuMars, Radio Service, in the Department of Agriculture's portion of the National Farm and Home Hour, Wednesday, May 26, 1943, over stations associated with the Blue Network.

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VAN DEMAN: And my subject is ice cream.

There's been a big increase in the demand lately....people have more money to spend....and then too, store ice cream is taking the place of many home-made desserts. Probably you've heard about the Ice Cream Order. (Food Distribution Order No. 18). It limits makers of frozen dairy foods to 65% of the total milk solids used last year.

Behind that order is the need for more of such important dairy foods as fluid milk and powdered milk, cheese and butter, for both civilians and the military. However, by using smaller amounts of milk solids per gallon, ice cream makers are actually turning out almost as many gallons as last year. And you'll be glad to know that men in the military establishments listed in the order are pretty sure to get all the ice cream they want.

Now here's a point I want to clear up. The Ice Cream Order does not give dealers the right to insist on your taking sherbet in order to get ice cream. Furthermore, this practice is against the OPA regulation on tie-in sales. On the other hand, you can help stretch the supply of frozen desserts by using some sherbet in place of ice cream.

Now let's hear from Duke DuMars, who has news for farmers.

DU MARS: And it's good news about lumber. In areas where farmers urgently need lumber to carry out their food production plans -- and where they cannot get lumber with the present preference rating -- the county farm rationing committee will soon be able to apply a new preference rating to the purchase certificates. This new rating is "double-A 2." And backing up the rating will be new quotas of lumber for use during the next four months, in States and counties where the need is greatest. The new preference rating is an emergency measure. It applies only to essential new construction and repair. It does not apply to lumber for farm dwellings.

Next, let's review the market report.



